

Message Text

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PAGE 01 BOGOTA 05149 011935Z
ACTION COME-00

INFO OCT-01 ARA-14 ISO-00 STR-07 CIAE-00 EB-08 INR-10
LAB-04 NSAE-00 PA-02 SIL-01 ICA-20 /067 W
-----039688 012003Z /70

P 011614Z JUN 78
FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC PRIORITY 8294
INFO AMEMBASSY CARACAS
AMEMBASSY LA PAZ
AMEMBASSY LIMA
AMEMBASSY QUITO
AMEMBASSY SANTIAGO

UNCLAS BOGOTA 5149

E.O. 11652: NA
TAGS: BEXP, XM
SUBJECT: FY 1980 PROMOTION EVENT SCHEDULE

REF: STATE 122157

1. EMBASSY AGREES WITH FY 1980 PROMOTION EVENT SCHEDULE
WITH FOLLOWING EXCEPTIONS:
2. COMMERCIAL SECTION MARKET RESEARCH INDICATES THERE WILL BE
ONLY VERY SMALL MARKET FOR EDUCATIONAL SYSTEMS. GOC EMPHASIS
IS ON TEACHER TRAINING AND SCHOOL CONSTRUCTION. SUGGEST
BOGOTA BE DROPPED FROM THIS EVENT.
3. MINING AND EARTHMOVING EQUIPMENT IS TENTATIVELY SCHEDULED
TO BE CCP CAMPAIGN PRIORITY NUMBER 3 IN FY 1980. EMBASSY HAS
JUST PREPARED MARKET STUDY ON THIS SECTOR WHICH INDICATES
SUBSTANTIAL MARKETING OPPORTUNITIES (SEE A-44). SUGGEST
BOGOTA BE INCLUDED ON SPECIALIZED TRADE MISSION
IN JANUARY 1980.

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4. AG MACHINERY AND EQUIPMENT AUG 1980: THIS EVENT
WOULD FIT PERFECTLY INTO LATE JULY 1980 BOGOTA INTERNA-
TIONAL FAIR AS IMPORTANT PART OF US PAVILION. VISITORS
WOULD NUMBER IN HUNDREDS OF THOUSANDS. ALMOST ALL
COLOMBIAN BUSINESSMEN VISIT FAIR AND US PAVILION. AG
MACHINERY WILL BE CCP PRIORITY 4 IN FY 1980. SUGGEST
USDOC CONSIDER ADVANCING DATES FOR CAT SHOW TO LAST

TWO WEKS OF JULY.

5. EMBASSY SEES LITTLE MARKET POTENTIAL FOR CAT SHOW ON HOTEL, RESTAURANT EQUIPMENT UNLESS GOC ADMINISTRATION DEVELOPS SUBSTANTIAL TOURISM. EXPANSION PROGRAM. SUGGEST BOGOTA BE MADE ALTERNATE SITE FOR THIS EVENT PENDING DETERMINATION GOC POLICY ON TOURISM SECTOR.

6. TIMBER AND WOODWORKING EQUIPMENT TM. DECEMBER 1979: DUE TO EXTENDED CHRISTMAS HOLIDAYS IN COLOMBIA, EMBASSY DOES NOT FEEL THAT IT IS ADVISABLE TO SCHEDULE TM LATER THAN FIRST WEEK OF DECEMBER.

7. FOOD PROCESSING EQUIP. TM, JULY 1980: BOGOTA FAIR WILL BE LAST TWO WEEKS OF JULY. SUGGEST SCHEDULING OF THIS EVENT LATEST DURING FOURTH WEEK OF JUNE. ASECIO

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